



2008

Fine Art Marketplace Vendor Information & Application

Mile High Music Festival

July 19 - 20, 2008

Dick's Sporting Goods Park

The **Mile High Music Festival** and **Denver's ArtDistrict on Santa Fe** would like to cordially invite you to participate in the Festival's Fine Art Marketplace. The Mile High Music Festival (the "Festival") is Denver's first world-class music festival and will bring more than 40 bands to Denver over the course of the weekend of **July 19 and 20, 2008**. Bands include Tom Petty and the Heartbreakers, Dave Matthews Band, John Mayer, Steve Winwood and the Roots. These are just a sampling of the bands that is intended to attract more than 100,000 people throughout the weekend from Denver and beyond. The Festival grounds are located on the Outer Fields of Dick's Sporting Good Park, just off of I-70, so there is plenty of room to enjoy the best music and art, all under the auspices of the Colorado sunshine.

The Fine Art Marketplace will be the sophisticated accompaniment to the Festival's diverse line-up. We want to offer music fans the opportunity to view and purchase the best contemporary art from the regional art community. Think locally while you rock globally.

As a participant in the Festival, not only will you be able to enjoy the Rocky Mountain's great outdoors, you will also gain the ultimate in exposure—the Festival is a highly anticipated and extremely well publicized event. From billboards across town, up and down I-70 and throughout the Rocky Mountain region, to full-page ads in Denver's Westword and 5280 Magazine and from excellent coverage on Channel 4 news, an official sponsor of the Festival, to sizzling radio spots on KBCO and more, word will get out that not only is the Festival top of the pops in regard to music, but it soars by giving the community the opportunity to support the local arts.

Please contact me if you need further information about the fine art booths for the **Mile High Music Festival**. My telephone number is 303.629.0713; and email address is kate@translationsgallery.com. We look forward to seeing you in Denver in July 2008!

Sincerely yours,
Kate Merkel
Fine Art Vendor Coordinator
Mile High Music Festival

To: Mile High Music Festival 2008 Applicants

Re: Electronic Communications

Your application for participation in the 2008 Mile High Music Festival is attached. As you fill out the application, please note that we will be communicating with applicants and accepted vendors extensively via email. Therefore, it is critical that our emails get through to the right person in your organization on a timely basis. In this regard, we request the following:

1. Please configure your spam filters and other email permission settings to accept all email from addresses ending in “@translationsgallery.com” as well as the email address milehighmusicfest@gmail.com.
2. Please provide us with a **person-specific** email address for the individual who will be primarily responsible for interacting with our staff. Do **not** use generic email addresses, as they are vulnerable to being blocked by servers, diverted to “junk” and spam folders, or automatically deleted by email clients.

We will be sending most documentation in electronic form. We ask that you reciprocate by emailing documents to us whenever possible.

Many thanks for your cooperation.

Kate Merkel Tel. 303-629-0713 kate@translationsgallery.com www.milehighmusicfestival.com

Mile High Music Festival 2008 Vendor Application and Contract

Festival Dates: July 19 - 20, 2008

Dick's Sporting Goods Park, Denver, Colorado, USA

(“Vendor”)

Name

Address

City, state, zip code

Name and title of contact person

Primary Telephone Number

Secondary Telephone Number

E-mail address (person specific, **not** generic)

Web site URL

Vendor hereby applies to rent _____ booth(s) at the 2008 Mile High Music Festival (the “Festival”).
See below for prices and booth specifications.

Non-refundable \$20 entry fee must be paid through check made out to “Denver’s ArtDistrict on Santa Fe”.

1. Eligibility

Artists from any of the U.S. 50 states may apply.

Artwork must include at least one of the following art mediums: painting, photography, sculpture, drawing, ceramics, mixed media, fiber, fine art jewelry or fine art prints.

A maximum of three artists may take part in one booth. (Please note: Festival access will be granted for a maximum of four people per booth.)

2. Terms and Conditions

All artwork must be for sale at the Festival. Booths are not available for art exhibition.

Vendors are expected to operate from 11 am to 9 pm on both days of the Festival.

Booths are only available for the full weekend. Booths cannot be purchased for a single Festival day.

The Festival is not liable for any loss or damage to any property or artwork/products of Vendor resulting from fire, theft or any other cause.

The Festival is a rain or shine event. No refunds or rain dates.

Vendors are responsible for providing their own signage.

Vendor parking will be provided within close proximity to the Festival grounds. Vehicle access to the Festival grounds will be limited to set-up and tear-down days, post event on Sunday, July 20, and between the hours of 7 am and 10 am during the Festival.

All Vendors are responsible for reporting and paying any sales tax associated with sales from the Mile High Music Festival.

3. Selection

Selection of Vendors for the Festival will be made by a jury based on images submitted.

Images of five works of art may be submitted per application either via email or cd.

A maximum of two images per artwork will be accepted: one image showing the overall piece and one showing detail.

Images should be in jpeg format at 300dpi and a maximum of 1MB.

The Festival reserves the right to dismiss any applicant for any reason.

4. Indemnification and Insurance

Vendor agrees to indemnify, defend and forever save and hold harmless the Festival, its affiliates, and related entities, and their respective, parents, employees, representatives, tenants, agents, contractors and volunteers, from and against any and all damages, claims, losses, demands, costs, expenses (including attorneys, fees and costs), obligations, liens, liabilities, actions and causes of action, threatened or actual, which any one of the indemnitees may suffer or incur arising directly or indirectly out of or in connection with the art exhibit.

5. Calendar

June 16, 2008: Deadline for receipt of entry

June 17, 2008: Jurying of entries begins

June 20, 2008: Notification by email of acceptance to the festival

July 1, 2008: Payment of booth due (space will be granted only after payment and paperwork is received and processed)

July 8, 2008: Receipt, tent number and location map sent to participating fine-art vendors

July 18, 2008: Set up

July 19th and 20th, 2008: Mile High Music Festival Dates

July 21, 2008: Tear down

6. Fees

Non-refundable Application Fee: \$20 (check made out to "Denver's ArtDistrict on Santa Fe")

Single Booth (2 full days): \$750 (due upon acceptance into the Fine Art Marketplace)

Other Items Included in the Booth Fee

10' x 10' footprint and tent

Furniture: one table and two chairs

Vendor wristband (no more than 4 per booth)

Trash removal

Potable water

Onsite overnight security

All other costs of exhibiting – including, without limitation, electricity, shipping, crating, drayage, hanging/set-up, hotel, food, travel, etc. – are the responsibility of Vendor.

This application must be accompanied by:

- (a) an entry fee of \$20
- (b) an artist statement no longer than 250 words sent via email in Microsoft Word document.
- (c) copy of Vendor's exhibition schedule for the past 12 months sent via email in Microsoft Word document.
- (d) visuals of works that Vendor intends to sell at the Festival sent via email (File specs: color images in JPEG format with a resolution of 300 dpi jpeg; files should be no larger than 1MB each).
- (e) list of visuals information with artist name, title, date, medium, and retail price in Microsoft Word document.

Artists participating in the Mile High Music Festival will be required to have the following paperwork

- (a) **Liability Insurance:** Artists must have \$1,000,000 commercial general liability policy covering personal injury and property damages. If you do not have your own policy, please ask the Festival for a referral (a CGL policy for the event should be approximately \$200).
- (b) **Proof of workman's compensation**
- (c) **A sales tax certificate**
- (d) **Transient Business License**

INCOMPLETE AND/OR UNSIGNED / UNINITIALED APPLICATIONS WILL BE DISCARDED. APPLICATIONS RECEIVED PAST THE DEADLINE WILL NOT BE CONSIDERED.

I represent and warrant that all information in this application is true and correct. I hereby authorize Mile High Music Festival to use our name and visuals in Mile High Music Festival publicity materials and advertisements. I have read, sought counsel regarding, and understand the terms and conditions that form a part of this Application and Contract; I agree to be unconditionally bound by such terms and conditions and the rules and policies governing participation in Mile High Music Festival.

Signature: _____ Title: _____ Date: _____

SUBMISSION ADDRESS

Submit entry forms and images via email or mail to:

Translations Gallery
Kate Merkel
855 Inca Street
Denver, CO 80204
Email: kate@translationsgallery.com
Phone: (303) 629.0713